

Message Text

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PAGE 01 CARACA 08847 072119Z
ACTION ARA-14

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UNCLAS CARACAS 8847

E.O. 11652: N/A
TAGS: BEXP VE
SUBJ: METAL-QUIPOS'77-ATTENDANCE

FOR: COMMERCE BIC/OIM/BREWER/OLSEN

1. DESPITE THE MODERATELY SUCCESSFUL SALES RESULTS OF OUR INITIAL EXHIBITION IN THE THOMAS ALVA EDISON BUILDING, WE WERE EXTREMELY DISAPPOINTED WITH THE ATTENDANCE FIGURE WHICH WAS ALSO REFLECTED IN TOTAL RESULTS AND THE EXHIBITORS REPORTS.

2. EXHIBITION REPORTS AND COMMENTS SUGGESTED AS REASONS LOCATION (14); LACK OF ANY PUBLIC TRANSPORTATION OR TAXIS (2); EXCESSIVE HEAT (6); VACATION PERIOD (3); FAULTY MARKET RESEARCH (1); AGENT APATHY (1); AND INSUFFICIENT PRE-EXHIBITION PUBLICITY (3).

3. ON PRE-EXHIBITION PUBLICITY THE OVERALL ACTIVITY IS SUMMARIZED AS FOLLOWS:

A) DIRECT MAIL-11,650 LETTERS INCLUDING AMBASSADOR'S INVITATION; BROCHURE AND COMPLEMENTARY TICKETS. MAILING COVERED ALL RELEVANT INDUSTRY ASSOCIATIONS, CHAMBERS OF COMMERCE AND INDUSTRY, LISTS FROM EXREPS AND EXHIBITORS, USDOC COMPUTER LISTS, ETC.

B) KEY PROSPECT CALL PROGRAM-152 CALLS ON BLUE RIBBON END-
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USERS, INSTITUTIONS, EXREPS, MADE BY THE COMMERCIAL ATTACHE, ASSISTANT COMMERCIAL ATTACHE, COMMERCIAL OFFICER, DMA, DMBR AND SPECIALLY HIRED LOCAL OBR.

C) BROCHURE DISTRIBUTION-APPROXIMATELY 4000 BROCHURES WERE INCLUDED BY THE 18 EXREPS IN THEIR MAILINGS TO THEIR PRIVATE CUSTOMERS AND PROSPECT LISTS.

D) OPENING EVENT INVITATION-4000 UNITS OF WHICH CLOSE TO 3000 WERE HAND DELIVERED.

E) 16 PAID ADVERTISEMENTS-MINIMUM 3 COLUMNS WIDTH.

F) PRESS RELEASES-AT LEAST 75 RELEASES APPEARED IN TOTAL AND INCLUDED EVERY MAJOR AND MINOR CITY IN VENEZUELA.

4. ITEMS A, C, AND D, OR A TOTAL OF 20,000 UNITS HAD A MAP OF THE EXHIBITION HALL SITE EITHER AS AN INTEGRAL PART OF THE MAILING PIECE OR HAD A SPECIAL MAP INCLUDED AS A SEPARATE ITEM. ADD 3000 SHOW CATALOGS WITH MAPS ON COVER.

5. ALL 16 PAID ADVERTISEMENTS WHICH APPEARED IN THE LEADING PAPERS OF CARACAS, VALENCIA AND MARACAIBO ALSO INCLUDED AS AN INTEGRAL PART OF THE INSERTION A MAP OF THE FAIRSITE. NO CIRCULATION FIGURES AVAILABLE BUT THIS IS SATURATION COVERAGE. THIS IS MORE THAN TWICE THE NUMBER OF PAID ADS WHICH HAVE APPEARED FOR ANY SIMILAR EVENT SINCE OUR ARRIVAL IN LATE MARCH.

6. IN EFFECTING THIS FULLY COMPREHENSIVE AND INTENSIVE PROMOTIONAL PROGRAM ON OUR INITIAL EVENT WHICH WE FELT REQUIRED SPECIAL SUPPORT TO START OUR SERIES WITH A RESOUNDING SUCCESS WE HAVE UTILIZED MORE THAN ONE-HALF OF THE TWO SHOW BUDGET FOR THE CURRENT PERIOD.
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7. SINCE THE AUGUST 29 EVENT WAS A COMBINATION OF BUILDING DEDICATION AND EXHIBITION OPENING WE ALSO UTILIZED OUR HOSPITALITY FUNDS ON THE BASIS SUGGESTED BY USDOC OF \$4000 FOR THE INITIAL EVENT.

8. DESPITE OUR MOST INTENSIVE EFFORTS USING ALL RELEVANT USDOC MARKETING TECHNIQUES THE ATTENDANCE AT METAL-QUIPOS WAS MOST UNSATISFACTORY AND THIS WAS AN EVENT WHICH WE FELT HAD THE STRONGEST PRODUCT CONTENT AND APPEAL OF ANY EVENT IN THE CURRENT FOUR.

9. IT WOULD BE LUDICROUS TO ASSUME THAT EVERY RELEVANT AGENT AND END-USER WAS NOT ALERTED FOUR OR FIVE TIMES ABOUT METAL-QUIPOS BY MAILINGS, DIRECT HAND DELIVERY OF BROCHURES, PAID ADS, PRESS RELEASES, AND PERSONAL CONTACT. WE SHOULD ALSO RECOGNIZE THAT OTHER NON-USDOC FAIRS DO NOT EMPLOY THE DIRECT MAIL, KEY PROSPECT CALL TECHNIQUES, AND TO A FAR LESSER DEGREE THE PAID ADVERTISING AND INAUGURAL INVITATION EFFORTS.

10. OUR IMMEDIATE GOAL IS NOW TO GENERATE A HIGHER DEGREE OF VISITORS ENTHUSIASM FOR TELECTRONICA WHICH HAS A LESSER INTEGRAL PRODUCT CONTENT APPEAL AND APPRECIABLY SMALLER END-USER AUDIENCE.

THE BEST ALTERNATIVES ARE AN EVEN MORE INTENSIVE PAID ADVERSISING CAMPAIGN AND A SERIES OF MULTIPLIER-TYPE BUSINESS LUNCHES INCLUDING HANS MUELLER THE EMBASSY INDUSTRY EXPERT IN THE FIELD OF TELECOMMUNICATIONS AND ANCILLARY PRODUCTS.

1. TO ACHIEVE THESE OBJECTIVES WE ANTICIPATE AN ADDITIONAL REQUIREMENT OF AT LEAST TWO THOUSAND DOLLARS IN MARKET PROMOTION FUNDS AND FIVE HUNDRED DOLLARS IN HOSPITALITY FUNDS. THIS CRASH PROGRAM WILL BE DISCUSSED IN DETAIL AT THE FIRST SCHEDULED TELCOM SEPTEMBER 8TH.
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